

"Marie Antoinette" Held Over 3rd Week, Loew's, Toronto

CANADIAN MOVING PICTURE DIGEST

RAY LEWIS
Editor and Publisher

Vol. 30, No. 23

TORONTO 2, CANADA

September 24th, 1938

OUR OWN MOVIE QUIZ

(See Inside Cover)

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

259 SPADINA AVENUE, TORONTO 2

OUR OWN MOVIE QUIZ



Question: What is the best thing that ever happened to the film industry?

Answer: The sensational success of MOTION PICTURES' GREATEST YEAR campaign!

Question: What is the first big success of MOTION PICTURES' GREATEST YEAR?

Answer: "Marie Antoinette!" (3rd week hold-overs! Sweet Marie is box-office sugar!)

Question: What is the next big hit in MOTION PICTURES' GREATEST YEAR?

Answer: Spencer Tracy, Mickey Rooney "Boys Town!" (Every Opening Held 2nd Week! Sensational!)

Question: And what follows?

Answer: Clark Gable, Myrna Loy "Too Hot To Handle!" (Hot Preview! Hot reviews! Read 'em!)

Question: These Big Hits come one week after another?

Answer: You bet!

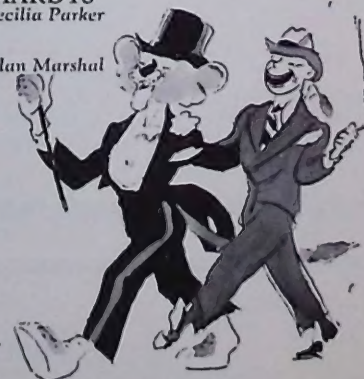
Question: Why is Leo roaring louder this year than ever before in his rip-roaring career?

Answer: Because here's his new release schedule just for the start of the new season:

August 26th . . "MARIE ANTOINETTE" Norma Shearer, Tyrone Power	October 21st . . "YOUNG DOCTOR KILDARE" Lew Ayres, Lionel Barrymore
September 2nd . "THREE LOVES HAS NANCY" Robert Montgomery, Janet Gaynor, Franchot Tone	October 28th . . "THE GREAT WALTZ" Luise Rainer, Fernand Gravet, Miliza Korjus
September 9th . "BOYS TOWN" Spencer Tracy, Mickey Rooney	November 4th . . "THE CITADEL" Robert Donat, Rosalind Russell
September 16th . "TOO HOT TO HANDLE" Clark Gable, Myrna Loy	November 11th . "SWEETHEARTS" Jeanette MacDonald, Nelson Eddy
September 30th . "VACATION FROM LOVE" Dennis O'Keefe, Florence Rice	November 18th . "SPRING DANCE" Franchot Tone, Maureen O'Sullivan
October 7th . . "STABLEMATES" Wallace Beery, Mickey Rooney	November 25th . "THE SHINING HOUR" Joan Crawford, Margaret Sullivan, Robert Young, Melvyn Douglas
October 14th . "LISTEN, DARLING" Judy Garland, Freddie Bartholomew	December 2nd . . "OUT WEST WITH THE HARDYS" Mickey Rooney, Lewis Stone, Fay Holden, Cecilia Parker
	December 9th . . "DRAMATIC SCHOOL" Luise Rainer, Alan Marshal

Question: What is the Exhibitors' slogan for MOTION PICTURES' GREATEST YEAR?

Answer: (A push-over!) "METRO-GOLDWYN-MAYER PICTURES ARE OUR BEST ENTERTAINMENTS!"



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JAMES LEWIS SMITH
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RAY LEWIS
Editor and Publisher

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259 Spadina Ave., Toronto
Telephone: Waverley 4323
Cable: Raydigest

Correspondents:
J. J. Conklin, Winnipeg.
Dennison Thornton, London.
Ward Shaftesbury, London.
Leon S. Stone, Australia.
Alice T. Fairweather,
Saint John, N.B.

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THE TRUTH — SO HELP ME GOD



YOU KNOW the oath, "Do you solemnly swear to speak the truth, the whole truth, nothing but the truth, so help you God?"

The witness mumbles "I do", or merely nods his head, whereupon the clerk of the court mumbles in response, "kiss the book". The oath is administered with Bible in hand; and in this modern day of advanced ideas concerning that which is sanitary, no one is asked to kiss the cover of the Holy Bible for fear that the lips which have been pressed against the Book in previous oaths, have been unclean! Strange conception, strange paradox which makes of Faith an Unbeliever.

The Digest's oath concerns our good-will relationship to our public! We believe that we have no Good-Will. Reformers hate us, churches oppose us, and our public simply tolerates us because we furnish for the latter a retreat from boredom! One poor picture will drive our best friends away from our theatres for weeks, revealing that we enjoy the kind of public good-will which demands that we measure up to their standard of good all the time.

Our theatres are charitably inclined. We give free shows to orphans, to crippled children, ex-service men, etc., etc. — but when money is required for government service, we who tax ourselves continually through our community service, are the first to be chosen as a source from which to derive revenue through taxation. Perhaps we advertise ourselves too much as "in the money".

Whenever we get into difficulties, we are the first to get unfavorable publicity through the Press which lives on our "news value," and on our advertising. Of course, we are "News," the public is interested in what we are doing as individuals, and that explains why we get headline, and front page positions — BUT THE PUBLIC IS NOT INTERESTED IN WHAT WE DO COLLECTIVELY, neither is the Press, and that is why we fail to become

"News," as an Industry, and to create good-will.

At times The Digest asks itself, "Are we an Industry, or just made up of groups and units, loosely, competitively and antagonistically joined up in the same enterprise? There are other Industries which have been born and raised to our ripeness in the years which we have known! Can we name any Industry, with the exception of ours, where there is so much antagonism between the men who exhibit and those who produce and distribute product?"

There are thousands of exhibitors, but only hundreds of distributors, and about two handfuls of producers. The exhibitors are our public contacts; and our public contacts make public opinion! How many exhibitors talk nicely of producer-distributors behind their backs? How many thousands tell their patrons the whole truth, nothing but the truth, about the producer-distributors and trade practices in general? How many tell their aldermen, their members of Parliament about the trade practices? Are you surprised to hear groups of women interested in child welfare, or mission work, talking about "blind and block booking", clearances, etc.? Where do you think they get their technical information? Ever stop to think they may be wives, sisters, cousins, or personal friends of exhibitors?

We know what producer-distributors think of exhibitors collectively, but what they think is only whispered in the Industry, and remains a family affair, while the exhibitors' opinions are given the air publicly!

But this is not the worst of the Industry's troubles — can you imagine what the Independent exhibitors say about the Chain Exhibitors who have used and still use Hitler's tactics to put them out of business? Every customer who complains to the Independent exhibitor that the pictures played at his theatre are poor, or old, these are told that the Big Fellow is to blame, he is hogging product and restricting its distribution. Do you think these stories told to patrons create good-will for the Industry? Patrons are not dumb, they enjoy

(Continued on Page 13)

R



RAY LEWIS

P

SOME one at one time said, "It's an ill wind that blows nobody good!" Here is a demonstration of it. Independents are grumbling about the restrictions and conditions which prevent them from participating in the Movie Quiz Contest, claiming they cannot get the pictures entered in the contest.

Their grumblings have impressed those who imposed the restrictions and that is why this Movie Quiz of which Exhibitors have complained, because the benefits therefrom in Canada, were said to be directed to the F-P houses solely, is now the ill-wind which has forced the F-P to deal very quickly with the matter of 'clearance'.

I understand that F-P have now released the 94 pictures mentioned in the Movie Quiz, for general distribution, to the extent of cutting off 50% of the time of their 'clearance' privileges throughout Canada. The 50% freedom to trade for distributors, and to exhibit for exhibitors in key zones should stimulate renters' sales to exhibitors, that is if the distributors will now speed up their distribution, giving the exhibitors play-dates on the 94 pictures.

In the suburban zones, I am told that the F-P theatres have cut-down on 'clearance' 75%, which means that the Independent houses can have pictures within seven days of the F-P houses.

One old-time exhibitor told me that he was chided about not co-operating on the matter of the Movie Quiz, and he replied to the distributor, "Give me fifteen play-dates on fifteen of the pictures named in the contest and I will come in". Whereupon the distributor replied, "I can't". Needless to mention, that exhibitor is not paying his seat tax toward the expenses of the contest.

AN amusing incident has occurred in connection with the booklets. One exhibitor said that the price quoted for the booklets is \$7.50 a thousand, but he discovered in his zone, that the booklets were being distributed from house to house, and so he followed whomever was distributing the booklets, and picked each one up as it was left on the doorstep of a home! I would call that "poor pickings" for all the "stooping" involved; but I'm not crazy about the idea of door to door distribution. I had an idea that the patrons did not get a book which enabled them to enter the contest, unless they attended a theatre!

And now there is more grumbling; this time it is from the Radio Stations, which are complaining because no money is spent with them and time on the air expected.

Theatres in Regina are taking spot announcements over both Radio Stations, since these stations have not given the slogan, "Movies Are Your Best Entertainment" the air. They have refused to boost picture attendance without being paid for it!

I think it might help the campaign in Canada, by spreading a little money in its service. The campaign is essentially to speed up theatre attendance, therefore, it is in the nature of a sales campaign. People have a habit of desiring to reap some of the benefits of profit-making or profit-taking, and we will find that those who are asked to boost profits for theatres, will have no will for the deed unless there is some money in it to compensate them for what they give.

IT appears, in Canada, that despite the prodigality displayed in the amount of the prizes, \$250,000, with a \$50,000 prize to the winner of a contest which looks so easy to win, that there is very little money available for those who have been assigned special jobs on publicity. I recommend that the Finance Committee loosen up; and that the campaign be one in which everyone gets excited because all of us have a chance to make some money. If the rich only, are to become richer, who is interested to help this cause?

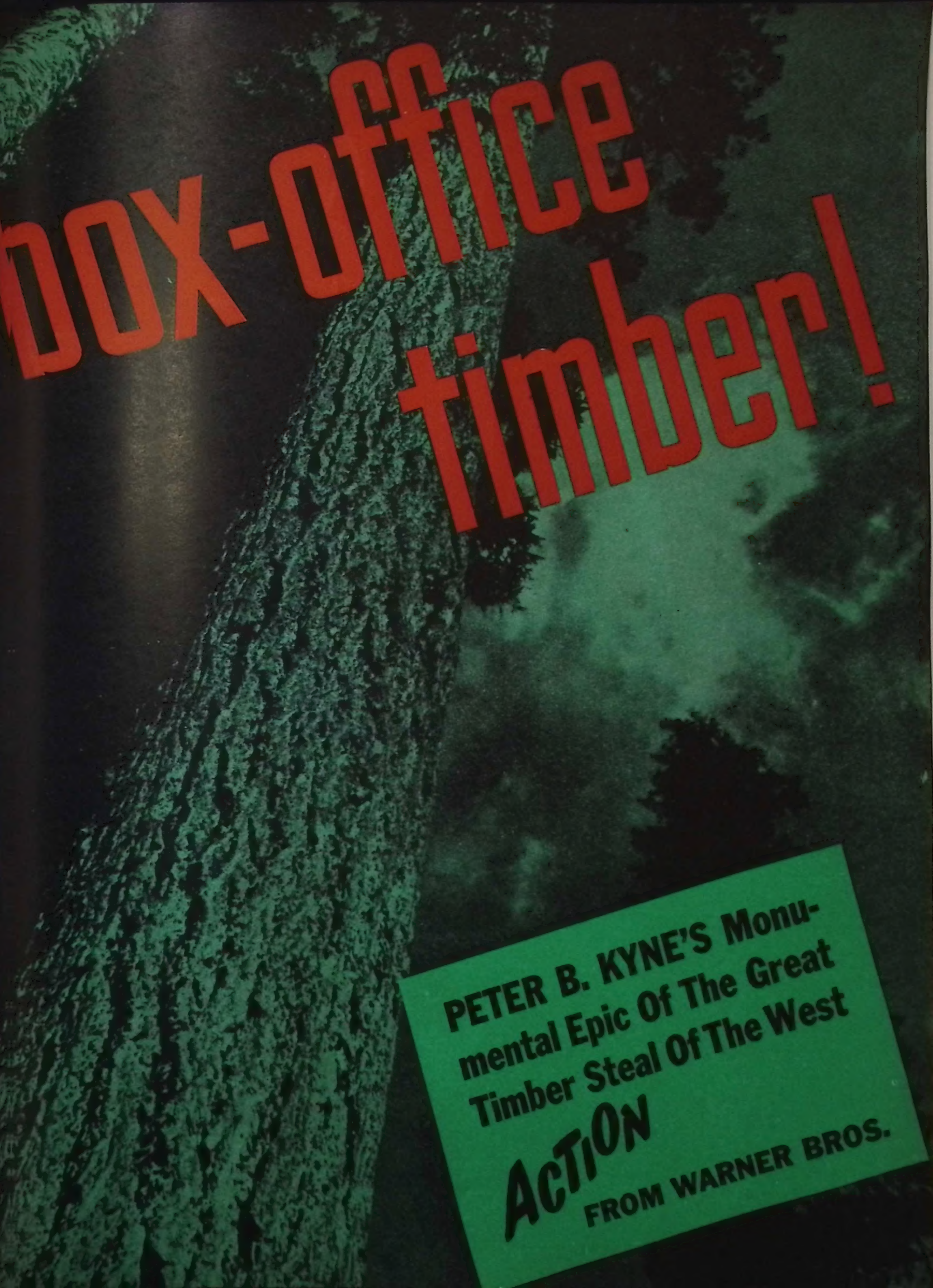
I have been told that some of the exhibitors are overbought, and have still their 1937-38 pictures to play. This prevents them from participating in the contest. It might be arranged for exhibitors to get substitute pictures during the period of the contest. It might even be expedient to double-up on programs, using one of the pictures mentioned in the Movie Quiz with the picture not mentioned, but under contract.

If some reasonable plan is worked out it will stimulate sales for renters, and get their pictures working. It will, also, stop the general grumbling, because this Movie Quiz which is now public property, reveals and presents a case for the Independents, and it may turn out to be a pain in the neck instead of a gain at the Box-office.

YOU heard us editorially on the question of the 16 mm. film. It appears that The Digest was the first to become agitated audibly when this "snake in the grass" reared its hypocritical and camouflaged head. I consider the 16 mm. formidable opposition to exhibitors. It has no place in the competitive trade field.

(Continued on Page 13)

**Preview Reports Indicate RKO Radio's "Room Service", Starring Marx Bros.
Comedy Sensation Of The Season**



Box-office timber!

PETER B. KYNE'S Monu-
mental Epic Of The Great
Timber Steal Of The West

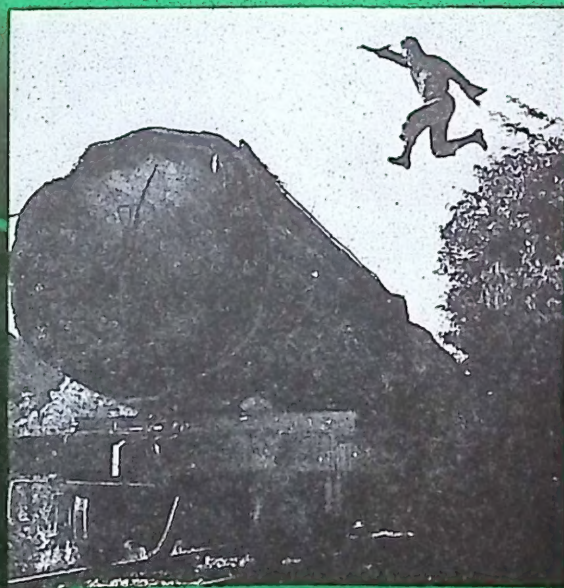
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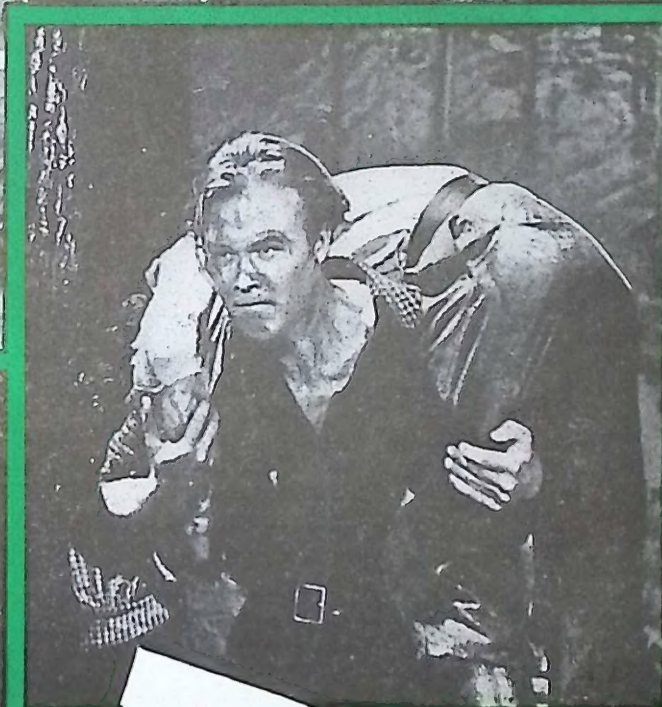
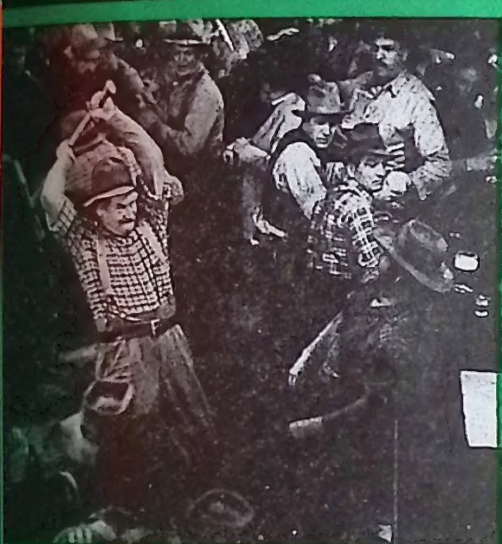
FROM WARNER BROS.

90 MIGHTY MINUTES OF
ACTION! THRILLS! SPECTACLE! COLOR!



WALLEY OF THE GUN





ANTS

Held Over

In 'Robin Hood' Technicolor
with **WAYNE MORRIS**
CLAIRE TREVOR
FRANK McHUGH • ALAN HALE
DONALD CRISP • CHAS. BICKFORD
JACK LaRUE • JOHN LITEL
Directed by **WILLIAM KEIGHLEY**
Screen Play by Seton I. Miller and Michael Fessier • From the Novel by Peter B. Kyne

Digest Reviews and Previews

★★★ Excellent ★★ Very Good ★ Good • Fair or Poor

★ ★ ★

"KEEP YOUR SEATS PLEASE"

ASSOCIATED TALKING PICTURES

INTRODUCING a new screen personality to the Canadian public, "Keep Your Seats Please", had a capacity first night audience at the Hollywood Theatre, Toronto, almost rolling in the aisles with unrestrained laughter. George Formby, Lancashire comedian, and England's favorite, makes his bow to Canadian audiences in this Associated Talking Picture, directed by Monty Banks. Formby is a riot every minute he is on the screen. Consensus of opinion, as heard in the lobby of the theatre after the showing, was that in Formby, theatre-goers have another Charlie Chaplin, a master of the art of comedy, a man whose slightest gesture brought peals of laughter. It is rather interesting to note that Charlie Chaplin first achieved fame during the days of the Great War, when people, burdened down by the troubles of the world around them, were over-anxious for a good laugh, and Chaplin gave it to them. Again the same situation is at hand. People are walking around looking glum and worried, and are only too anxious to see a moving picture that will make them forget their troubles. "Keep Your Seats Please" is just what the doctor ordered, and will do more good for those particular ills than all the pills in the world.

Story depicts how George, a simple Lancashire lad, is left a fortune by an eccentric relative, but in order to get his legacy, has to buy a set of seven chairs, one of which contains the fortune. Drayton, a crooked family lawyer, learns his secret, as does Max, a wily travelling salesman. Max offers to help George secure the chairs, at first only wanting 10% for his trouble, but raising the ante as the chase gets hotter, finally ending up with claiming 100%, but getting nothing. Much of the action is taken up with the efforts of George and Max to secure the chairs before the rascally Drayton gets his hands on them. In the end, of course, George is the lucky one, not only getting the hidden wealth, but apparently a beautiful wife as well.

George Formby is a personality that I promise you will go across with your patrons. At the Hollywood showing the audience laughed so loud and long that much of the dialogue was lost in



"JAY L"

the general hilarity. That is the kind of reaction you want, for it is always reflected at your box-office. Supporting Formby are Florence Desmond, as the girl in the case, Gus McNaughton as Max, Alastair Sim as Drayton, and Fiona Stuart, as the little niece of Florence Desmond. Others in the cast include Harry Tate, Hal Gordon, Fred Culpitt.

There are a couple of very tuneful songs in the film, including the title song, and one all about the adventures and sights encountered by a window-washer. The latter song is a real laugh hit. Formby sings the songs and accompanies himself on the banjo.

If you'll glance at the FAME box-office poll of last year, you'll find that next to Gracie Fields, England considered George Formby her favorite movie star. Work that fact into your ads, and incidentally, don't pass up the opportunity to hail Formby as a second Chaplin, for that is what those who have seen the picture, are saying about him.

Running time—81 minutes.

Distributed in Canada by Columbia Pictures.

★ ★ ★

"BREAKING THE ICE"

RKO RADIO

TRADE and daily press are hailing this picture as "the best of the Breens", so if the other Bobby Breen pictures made money for you, then you can figure on making even more on this one. Sol Lesser has endowed this film with greater production value than any of the previous films, and in addition there is a brand new screen personality, five-year-old Irene Dare, the world's youngest figure skater. This little

lassie is the bonanza that may lift your theatre right out of the red, for she is a genuine artist, and possesses a radiant personality comparable to that of Shirley Temple. In fact, imagine Shirley Temple with Sonja Henie's skating ability, and you have a mental picture of Irene Dare. To Breen's voice and Miss Dare's skating, add some rich comedy by Charles Ruggles, some heavy drama by Robert Barrat, and the beauty of Dolores Costello, plus Edward Cline's expert direction, mix them all together, and it spells ENTERTAINMENT.

Action opens in a Mennonite settlement near Philadelphia. Bobby Breen, and his widowed mother, Dolores Costello, are living with her sister, Dorothy Peterson, and her husband Robert Barrat, the latter a stern Mennonite, still clinging to the ways of his ancestors. Dolores wants to return to her farm in Kansas, but it requires railroad fare of \$92. Bobby determines to earn the money for the fare, and runs away with Charley Ruggles, an antique dealer, who takes him to Philadelphia. Obtaining a job as skate boy at the local ice palace, Bobby attracts the attention of the manager by his singing, and is employed as an added attraction, with little Irene Dare, the star of the show. When he has enough money he returns home, only to find that his uncle believes he has stolen \$20. Bobby and Ruggles set out to prove that the lad is innocent, and in the end are successful, and Bobby turns down offers of a lucrative career, to go back to Kansas.

Bobby Breen's acting seems to improve with each picture, and in this one his voice is perfect. There are five songs in the picture, the work of Frank Churchill, Paul Webster and Victor Young, and all are good catchy numbers, already popular via the airwaves. Irene Dare scores a notable hit in her film debut, and Charley Ruggles is in there for a goodly number of laughs. Barrat scores, as the stern uncle, and Spencer Charters is good in a small bit.

Tie up with this one with your local music store, getting a window on the sheet music, and possibly on the harmonicas. Form a harmonica club among your juvenile patrons, offering prizes for the best performers on the mouth-organ. If there happens to be an ice carnival in your town, of course, get a tie-up with it.

Running time—80 minutes.

**Ontario Exhibitors Meet With Representatives Of Equipment Companies
For Adjustment Of Service Charges On Equipment.**

Digest Reviews and Previews

★ ★ +

"I AM THE LAW"

COLUMBIA

If your patrons have ever listened to Edward G. Robinson in the radio program "Big Town", they'll have a pretty good idea of what this picture is like, for it closely resembles the "Big Town" theme. Robinson is cast as a professor at law at the university. Despite the protests of his wife, Barbara O'Neill, Robinson devotes his sabbatical year (his year of leave of absence given every six years) to the job of cleaning up the town of the many rackets with which it is infested. He is appointed special prosecutor, but is unable to produce the goods within the time specified, and is forced to resign. He carries on as a private citizen, however, enlisting the aid of his prize law students of other years. When the man who is behind all the rackets, Otto Kruger, is revealed as the father of Robinson's assistant and protégé, John Beal, the story rushes to a dramatic conclusion, that will have your audience gripping their seats with excitement.

Robinson gives a straightforward characterization as the law professor turned crusader, and is given able support by Barbara O'Neill as his wife, John Beal as his assistant, Otto Kruger as the racket head hiding behind the mask of respectability, and Wendy Barrie as the latter's girl friend. Others in the cast include Arthur Loft as a newspaper editor, Ivan Miller as a police inspector, Louis Jean Heydt as a witness for the prosecution who is murdered, Fay Helm as the latter's wife, Marc Lawrence and Robert Middlemas as gangsters, and many others.

The direction is capably handled by Alexander Hall, while the story is adapted by Jo Swerling from a Liberty Magazine serial by Fred Alhoff.

Running time—80 minutes.

SHORT SUBJECTS

"THE WHALERS"

RKO RADIO

MICKEY the inimitable, and his pals Donald Duck and Goofey, turn whalers in this latest Disney masterpiece. The efforts of Goofey to harpoon the mammal are a riot, and when the whale turns out to be a modern version of Jonah's whale, the cartoon hits a new high for laughs. Our favorite movie star, Donald Duck, is also in his element, and will keep your patrons in stitches. Well worth booking. Don't pass it up.

Running time—8 minutes.

"CRACKED ICE"

VITAPHONE

A Merrie Melodies cartoon in color, in which W. C. Fields is caricatured in the person of a porcine, with a weakness for intoxicating beverages. His efforts to secure some liquid refreshment from a St. Bernard rescue dog, are hilarious, especially when he is heckled, apparently from the audience of the theatre, by a voice strongly resembling that of Charlie McCarthy.

Running time—1 reel.

PERSONAL MUSINGS

HERE'S a hot tip, exhibitors. Remember that RKO Radio short we reviewed a few weeks ago, entitled, "Golfing Brothers", showing the golfing Turnesa Brothers at their best? Well-1-1! Willie Turnesa, one of the brothers, has just won the U.S. Amateur Golf Championship, which should boost the stock of that short subject 100%. Book it!

An event of considerable interest to the Toronto film fraternity, is the approaching marriage of Miss Thelma M. Corbett, comely young secretary to Dan E. Krendel, of the Tivoli Theatre here. Miss Corbett will be married October 8, at the Eglinton United Church, Toronto, to Mr. Dermid McCallum, personnel manager of the R.C.A. Victor Company of Canada,

with headquarters in Montreal. When asked for a statement, the blushing bride-to-be had this to say. "I don't feel so badly about leaving show business, as it is really only a case of transferring my affection from one branch of the entertainment industry to another." Lots of luck to you both, Thelma and Derm.

James Fitzpatrick, whose "Travel-talks" have appeared on screens across the world, was a recent visitor to Prince Edward Island.

The European war scare has had Hollywood in a virtual state of panic. Many Hollywood stars and directors are British citizens, and some are on the reserve officer list, subject to immediate call for active service. Hardest hit was the Warner Studio, now shooting "Dawn Patrol", with an all-English cast. Basil Rathbone, David Niven, Michael Brooke and Melville Cooper are all reserve officers in the British army, and Errol Flynn himself, while not a reservist, is also subject to mobilization.

Jack Allen, Tivoli, Thorold, Ont., in town this week.

Gord. Calhoun, Capitol, Aylmer, Ont., off on holidays.

The following is a word-for-word translation of a letter the Warner Bros. research department received from the Young Companion Publishing Co., Shanghai, when they sought information on Chinese burial tablets, vital to the plot of "Torchy Blane in Chinatown".

"Very sorry, honored Doctor of Research, but damn Japanese bomb too damn close to magazine shop. Very sorry no more information can be sent to estimable correspondents of research."

"Jay L."



Scenes from the Warner Brothers' production, "Valley of the Giants", by Peter B. Kyne, starring Wayne Morris and Claire Trevor, with Charles Bickford and Alan Hale.

THEATRE CONSTRUCTION AND RENOVATION

THE old Province Theatre, which has been serving Winnipeg theatre fans for 27 years, has been re-opened after extensive alterations, under the name of the Rio Theatre. The new house is under the management of H. N. Jernberg, who had so successfully guided the destinies of the Province for many years. The theatre has been completely modernized.

HARTNEY, MAN.

The Hartney Theatre here reopened recently after being closed for renovation and redecoration. Messrs. F. A. Duffield and T. R. Galvin are in charge of the house. They have installed up-to-date talkie equipment, a remodelled front office, and new cushioned seats.

SASKATOON, SASK.

Equipment the same as is installed in the Radio City Music Hall, and the Metropolitan Opera House, New York, for the aid of those who are hard-of-hearing, has just been installed in the Roxy Theatre here. The work was completed under the supervision of J. A. Ball, manager of the Acousticon Institute of Saskatoon.

PRINCE GEORGE, B.C.

A three point improvement policy for the Strand Theatre is announced by Manager Levi Graham, who returned recently from a business trip to Vancouver. With an entirely new up-to-date sound system, the Strand will give the best in pictures with the maximum of listening and seating comfort. In conjunction with the new sound equipment, Mr. Graham announced that he was installing new air-cushion seats. Meanwhile, an entirely new policy for the purchase of pictures has been promulgated. Due to a new arrangement with Metro-Goldwyn-Mayer, Mr. Graham can now get pictures soon after their first-run showings in Vancouver and Victoria.

PORTAGE LA PRAIRIE, MAN.

Recognized as one of the finest theatres in the province outside of Winnipeg, the new Elite Theatre here was opened to the public for the first time recently. Spacious and airy, the new building seats 500 persons, and cost \$40,000. Upholstery is carried out in red leather. Owner of the theatre is the Elite Theatre Co., Ltd., which consists of members of the Mellon family. A. E. Mellon, who has lived in the Portage district for 65 years, has been in show business for 25 years. With him looking after the theatre are his two sons, Owen and Edward, and Mrs. Mellon.

FORT WILLIAM, ONT.

Construction work on two new lake-head theatres will start shortly, N. L. Nathanson, President of Famous Players Canadian Corp., announced last week. One theatre is to be built in Fort William and one in Port Arthur on sites recently acquired by Famous Players. Each theatre will have a seating capacity of 1,000, and will cost in the neighborhood of \$100,000 to build.

VANCOUVER, B.C.

R. J. Dawson, owner and operator of the Plaza Theatre, announces that he has taken over active management of the Globe Theatre, situated between Robson and Smythe, on Granville St. Mr. Dawson has instructed Architect Thomas L. Kerr, to prepare drawings of proposed improvements to the Globe. An expenditure of close to \$40,000 is contemplated. Contracts for supply of new chairs in the theatre and installation of modern equipment have already been signed. Approximately 1,000 of the Lido model of the British luxury chairs are being installed by LaSalle Recreations, Limited.

SUDBURY, ONT.

Plans are scheduled to be completed within a few days and tenders will be called, for construction of the proposed \$100,000 theatre at Durham and Beach Streets here. Owner is R. G. Stevens, who also owns the Regent Theatre, Sudbury, and the Regent Theatre, Creighton Mines, Ont. Architect is H. G. Duerr, of Toronto.



Ray Lewis and Merryl Lea at the Marignan Theatre, Champs D'Elysee, Paris, France. Current attraction—"Snow White"—then in its 13th week.

A ROYAL PREMIERE

London, Eng. — Her Majesty, Queen Mary, has promised to attend the gala premiere of "Sixty Glorious Years", the new Herbert Wilcox - RKO Radio production, starring Anna Neagle and Anton Walbrook, at the Odeon Theatre, Leicester Square, on October 14, in aid of the Mount Vernon Hospital. It was previously rumoured that Their Majesties, King George and Queen Elizabeth, would attend a gala premiere at the Glasgow Exposition, but it is believed that a premature report of the story by a London film columnist, made such a proposition impossible. Meanwhile copies of the film are being dispatched to Toronto and New York for screening in Canada and the States. The release in Canada is scheduled for about the middle of October, while the New York premiere is set at the Radio City Music Hall for the first week in November.

STAGE AND SCREEN CELEBRITIES ENTERTAIN

Toronto, Ont. — Many well-known stars of stage and screen were members of the entertainment program in connection with the sales convention which the producers of "blue coal" held for fuel dealers at the King Edward Hotel, last Monday. Among those who appeared in different playlets were Mildred Harris Chaplin, former wife of the famous screen comedian; Alexander Campbell, well-known on the Broadway stage; Eugenia Rawls, and many others.

BRITISH ACTRESS MONTREAL VISITOR

Montreal, Que. — Margot Grahame, British actress, well-known for her work in "The Informer" and other pictures, was a visitor to Montreal recently, spending a week's holiday at the Mount Royal Hotel. Miss Grahame returned recently from England.

THEATRE GUTTED

Regina, Sask. — Five firemen narrowly escaped injury last week when the front and roof of the Rex Theatre, toppled into the street after fire had swept through it to cause damage of \$75,000. The house was empty at the time. Four of the men were standing on the sidewalk, while the fifth was clinging to a ladder. Messrs. M. Bloom and H. Bercovitch are the owners of the Rex.

Ray Presents

(Continued from Page 4)

Exhibitors cannot stop progress with cries of "redundancy" in locations where theatres are obsolete, nor can any of us stop Radio, or Television, because these are the instruments of our Time; but for our Industry to aid and abet the spread of motion pictures in Town Halls and Churches is not progress, but Insanity!

I have repeatedly pointed out that we are walking into the lion's jaws. We are helping those who do not like us, those who tax us, those who oppose us, those who lead all efforts directed toward legislative restrictions of our service. **WE ARE SPREADING THE KNOWLEDGE OF OUR EARNINGS, OPERATIVE COSTS; AND HOW CHURCH AND STATE CAN DO WITHOUT US AS AN UNCONTROLLED INDUSTRY!**

Any exhibitor, who allows the town hall in his municipality, or allows his church, to exhibit pictures for paid admissions without a protest, is doing his own theatre property a greater injury than any Monopoly could inflict upon him. Any producer-distributor, who furnishes the Town Hall or Church 16 mm. ammunition, is writing his own ticket-of-leave for this Industry!

THERE is an organized campaign against itinerant showmen in Saskatchewan. The government is reported as considering action against these travelling shows, which operate with a license and which charge admission. The Attorney-General's department has been notified through members of Parliament that the privilege of exhibiting pictures is restricted to free admittance and for the use of educational films. The travelling Showman is not the real danger, although he may prove competitive to the Town Hall and Church. The trouble-maker for us is the 16 mm. at the Town Hall and Church, which puts the exhibitor "on the spot".

In Nova Scotia, the exhibitors are asking that 16 mm. films come under the same regulations as the 35 mm. films. Allied Exhibitors of Nova Scotia are inviting New Brunswick and Prince Edward Island exhibitors to join in a campaign against this "unfair situation".

Legislation may prove effective, **BUT HERE IS A CASE WHERE THE EXHIBITORS SHOULD UNITE ACROSS THE DOMINION OF CANADA, in the U.S. or wherever this 16 mm. film is spreading, AND DEMAND FROM PRODUCER-DISTRIBUTORS THAT THEY DO NOT SUPPLY SUCH FILMS.**

Our pictures do not belong to Town Halls and Churches. We belong to Show Business. We are Show People — not Educators! Town Halls and Churches are tax-free, they should Mind Their Own Business which is varied in its Service; our business is to Entertain!

Whoever started premiums at theatres, double bills, is responsible for many of our troubles; whoever starts the 16 mm. Town Hall and

Church exhibition of films will finish us off. It is better that one man's profits die than that we should collectively be destroyed. Altogether now, join up with The Maritimes — kill the little 16 mm. devil!

How can I help you? Let me know; I'm in fighting trim, and full of resentment toward the bullying spirit which seeks to grab Czechoslovakia, or to grab generally. We know that "bull" in our own Industry. Horn in on the grab! Stop it!



Editorial

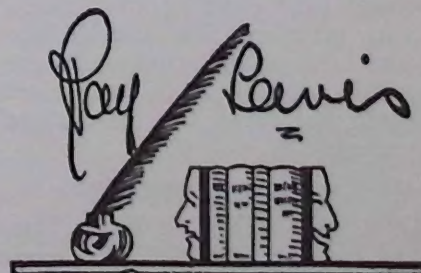
(Continued from Page 3)

making conversation, and motion pictures are 'news'.

Do you think that patrons who attend any theatre and leave dissatisfied, only stay away from the theatre where they have seen the poor product? We believe they take a dislike to moving pictures in general and stay away from all pictures!

You cannot create good-will by giving away \$250,000 in prizes, anymore than you can create a picture patronage by giving away china or a poll-parrot, unless you have quality, sincerity to back up your prizes! You cannot create good-will or market it, when you are continually at war with each other. Morale can win a Victory from Defeat! Where is our Industry's Morale — on what are we united? You cannot create good-will if you do not feel that way, if you do not live that way, if you do not act that way.

Is there good-will within our Industry? Speak the truth, the whole truth, nothing but the truth, so help you God! **THERE IS NO GOOD-WILL.**



**Metro-Goldwyn-Mayer Purchases Screen Rights To "I Married An Angel",
Now In Its 5th Month On Broadway.**

Fairweather in the Maritimes

By ALICE T. FAIRWEATHER

AN interesting visitor to Saint John recently was Mrs. Charles H. Sutherland of Sydney, Nova Scotia, who is Convener of Films for that province for the Imperial Order Daughters of the Empire.

Mrs. Sutherland is very enthusiastic over British pictures and has been a great influence in both Sydney itself and in Nova Scotia for the encouragement of films made in England. She is Regent of the Louisburg Chapter I.O.D.E., which position she has held for the past three years. In Sydney at the Capitol Theatre, the Order arranged a showing for children of school age of "Victoria The Great", and the attendance was so excellent that a second day's matinee was necessary to accommodate all the young people. Another activity in connection with her work is the urging of all Chapters in Nova Scotia to set up, in Public Libraries, Movie Corners, where books on current pictures may be obtained, and stills of the pictures displayed. There are thirty-six Chapters in Nova Scotia, and Mrs. Sutherland keeps in communication with all local Film Conveners, even advocating Film Conveners in Chapters situated where there is no local theatre, in order that study of educational and patriotic features may be carried on.

In Saint John she conferred with local Film Exchange Managers and with your correspondent, and speaks very highly of the splendid co-operation given her by those Distributors who distribute English features. She has interviewed Provincial authorities regarding the resolution passed by the National Council of Women asking for the classification of films as "Adult" or "Universal". To date this regulation has not been put into effect in the Maritime Provinces. Mrs. Sutherland is particularly well informed concerning Motion Picture matters, and has made a study of all branches of the Industry. Her annual reports to the I.O.D.E. are extensive and show a businesslike grasp of problems which interest members of the Order greatly. She feels that films should take their rightful place with the home and school as influences for good and for higher education. The I.O.D.E. have presented slides of our present King to a number of Nova Scotia theatres, and urged the playing of the National Anthem.

A RECENT VISITOR

E. C. ATCHINSON, King's Theatre, Annapolis, N.S., was a recent visitor at Saint John, N.B.

NEW EQUIPMENT INSTALLED

THE Mayfair Theatre (Franklin and Herschorn), celebrated their sixth anniversary by the installation of the latest modern Sound Equipment "Duo Soundmaster" which includes the new "Duo Cellular Two-Way Horn System" and "Gyro Stabilizer Sound Heads", as well as the latest "Photo-Electric Cells". This is the first of this kind of equipment to be installed in the Maritimes, and is known as "the golden voice of the silver screen". A dual channel amplifier with the latest beam power and remote control for auditorium sound level is another addition to the improvements. Without any interruption to programmes, these improvements were installed at night under the supervision of Aubrey Sprague and Wallace Humby. Five large advertisements surrounded the news of this reproduction equipment in the local newspaper, where a good write-up was also featured.

The Mayfair management is to be congratulated on this forward step, and Mr. Mitchel Franklin and his staff will be wished success.

THEATRE CELEBRATES 25th ANNIVERSARY

TWENTY-FIVE years is a long time in the life of a theatre as well as in the life of a person and much interest has been shown in the celebration of this anniversary by the Capitol Theatre, Saint John, N.B., whose manager, the same for the quarter of a century, Walter H. Golding, has earned the respect and regard of all classes of people in his "Home Town". To mark this date the Capitol Theatre management, after four days successful showing of "Alexander's Ragtime Band", which drew large audiences, gave up the last two days of the week to a stage performance of "Whiteoaks", with the famous Ethel Barrymore of the Stage's Royal Family, playing the difficult part of the one hundred and one year old "Gran". The attraction was made a social event on the first night of which Saint John's popular Mayor, Lawrence Maclaren, welcomed Miss Barrymore to the city, and a bouquet of roses was presented to her. Miss Barrymore responded in a pretty speech of thanks and afterwards accepted an invitation for supper at the residence of Mayor and Mrs. Maclaren, where she met some of the prominent members of the Theatre Guild. The film of "Whiteoaks", seen some time ago, added to the interest in the stage version.

Stop ! Look ! Listen !

Harry M. Warner denies allegations that Hollywood is the breeding ground of Communism, Fascism and Naziism; states "this industry has no sympathy with Communism, Fascism, Naziism, or any other 'ism' other than Americanism . . . Ralph Morgan defeats Melvyn Douglas for President, Screen Actors' Guild . . . 20th Century-Fox boost advertising and exploitation budget thirty-three and one third per cent . . . NLRB head sets Sept. 28 as date for informal hearing on charges filed by Jeff Kibre alleging IATSE executives accepted \$100,000 bribe from producers . . . Hugh K. Boice resigns as Columbia Broadcasting System vice-president . . . 89 Chicago exhibitors file suit charging unlawful restraint and monopolies under Federal anti-trust act, against all major film distributing companies, Balaban & Katz Corp., and several individuals . . . Loew's trying out single bills in confirmed double-bill situations; may extend to additional territories . . . American distributors up in arms against Italian government monopoly decree . . . W. S. Van Dyke resigns from Academy of Arts & Sciences; virtual ultimatum presented to producers to resign from organization; Darryl F. Zanuck refuses . . . Warners opening new London Theatre October 12; Sam E. Morris, vice-president in charge of foreign activities, sails to supervise opening . . . Report 20th Century - Fox protesting New Grand National's plan to make film of Shirley Temple's life . . . RKO Radio's foreign business tripled this year, according to Phil Reisman, company's foreign chief . . . Five errors found in Movie Quiz booklets; committee decides any answer given for these five questions to be ruled correct . . . William Koenig, formerly executive studio manager at M-G-M, signed by 20th Century-Fox as general production manager . . . Toronto exhibitors report box-office receipts on the upgrade . . . Sabu arrives in New York for premiere Alexander Korda's "Drums", Radio City Music Hall, September 29 . . . French Government bans latest March of Time release, "Prelude To Conquest", dealing with Czechoslovakia; no reason for ban was given . . . Republic planning studio radio program; report five sponsors negotiating for program.

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of your
THEATRE
depends upon
GOOD EQUIPMENT

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THEATRE SUPPLY COMPANY Ltd.
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TORONTO MONTREAL

"Four Daughters" Smash Hit In Opening Engagements. Goes 2nd. Week, Uptown, Toronto

Odeon Theatres Limited, London, England, show £368,178 profit, close to \$2,000,000, and have recommended a 10% dividend on their ordinary shares. Oscar Deutsch, Chairman, is directing his gaze toward Canada.



Harry Weedon, Personal Representative of Oscar Deutsch, Odeon Theatres Limited, returns to England after making complete theatre survey of key cities in the United States and Canada.

By MERRYL LEA

BACK in Good Young Canada again. I said "Good-bye" to the Old Country, and as the boat left the dock at Southampton, I turned to your Editor and said, in the remembered words of one of your fellow exhibitors, "Let them that want it have it!" In other words, your native land seems good after visiting foreign fields which looked green in the distance, only to find that the scene was painted with artificial colouring.

However, the sea was calm, and being the ardent movie fan that I am — I went to the Movies every evening on board ship. Unfortunately 20th Century-Fox, for the initial movie on board, presented one of the poorest pictures I have seen which boasted this trade mark. What an unfortunate booking that was, for each succeeding film — all 20th Century-Fox, was better than the previous one. We saw "Happy Landing", "Wee Willie Winkie" and "Josette". But first impressions are lasting, and as we left the showing of the first a woman remarked, "They must have a special 'brand' which they let loose on us poor souls at sea". Next evening nothing I could say would persuade her and her party to attend the showing of "Happy Landing" which I assured her I had seen, and which she would find entertaining. Incidentally saw a snappy little Canadian short, B. E. Norrish's "Our Caribbean Cousins", which took one for a brief tour of the islands, Cuba, Bahamas, Porto Rico, etc., and which was breezy and most satisfactory.

AVENUE THEATRE OPENS

PLEASED to be back in time to turn the Spotlight on the opening of the new Avenue Theatre, on Eglinton Avenue. Goldhar and Solway are the owners of this house, one of the most interesting by way of location, to open in Toronto recently. This is the third house of the G & S boys to open in Toronto, the other two being the Paramount and Bloordale. The Avenue, which seats 700, was built by Principle Investments Limited. The house is

of yellow brick, and glass bricks are employed in the theatre front. Macey-Neon looked after the sign and the Neon lighting in the interior of the theatre. One may smoke in the loges — and Mr. Solway made a special point of telling me about the "most perfect" seating there. "It's worthwhile going up and trying them out" — which I, Merrylea did. They were comfortable. Altogether, I say to the Avenue — "God Bless".

Red Edinson, Manager of the Avenue was looking very pleased at the opening, and who wouldn't with a full house and the moving picture industry present to extend good luck messages. Saw Gordon Lightstone, Jule Allen, Haskell Masters, Louis Rosenfeld, Ray Lewis, N. Deutsch, Nat Taylor and a host of others, assembled to congratulate Messrs. Goldhar and Solway. Here are two fine young showmen — watch them grow!

ENGLISH ARCHITECT HERE

CONNECTED with new theatres also, is Harry Weedon, Esquire, of Birmingham, England, noted English architect responsible for the designs of the Odeon Theatres, numbering 200 or more, which dot England from coast to coast. Mr. Weedon, representative of Oscar Deutsch, President of Odeon Theatres Limited, arrived in Toronto last week-end, after having surveyed theatres in New York, Detroit and Chicago.

Miss Lewis entertained Mr. Weedon and Mrs. Weedon at a dinner party at the Royal York Hotel, and informal reception, when members of the Film Industry here had the opportunity to meet Mr. Weedon and discuss theatre building with him. Mr. Weedon made a survey of the Toronto theatres and went on to Ottawa and Montreal for the same purpose, then on to Quebec, where he sailed for England on the "Empress of Britain".

GEORGE FORMBY GOES TO TOWN

A NEW personality "went to town" this week in Toronto. George Formby, popular star, whose box-office

appeal is only second to one (Gracie Fields), in the United Kingdom, had his first Canadian showing this week. The Hollywood this week, featured "Keep Your Seats, Please", starring Formby, with Florence Desmond. This A.T.P. production made us laugh — what more can you ask of a picture in these depressing times? It checked all our depressing thoughts on the Czechs, and we walked out of the theatre singing "When I'm Cleaning Windows".

Seeing George Formby on the Screen, recalled the Eddie Cantor Benefit Show at the State, Kilburn, in London, where I first saw George Formby in person, and where he and his banjo helped raise many a dollar for the unfortunate children. The reason for Formby's popularity is that he inspires sympathy, that human understanding which seems to have died in our world of today. I like Formby — he makes you just sit back and laugh. There is no question of understanding the jokes, they're simply not subtle, just plain fun!

MADISON THEATRE CHANGES

MR. LLOYD TAYLOR is the new manager of the Madison Theatre; apparently Lew Heyman has returned to his first consideration, The Argonauts.

There have been plenty of changes at the Old Madison in recent months, although I don't suppose the house has become used to the fact that John Brady isn't there to line up the patrons. What a Showman he was — he was 'before my time' but the moving picture industry in Toronto always talks about Mr. Brady's showmanship in glowing terms. We were reminded of the late John Brady when we were at the opening of the Avenue Theatre. The Brady boys bought a piece of land on Eglinton Avenue for the purpose of building a theatre. Now the Avenue is erected opposite their proposed theatre site, which site is not a site for sore eyes. Moral is — if you have a hunch, follow it, before someone else concretely executes it.

Digest Regrets To Report The Death Of Pauline Frederick, Distinguished Stage And Screen Actress

Shooting the Stars

HARRY BUCQUET, who has built a reputation for himself as the director of M-G-M'S "Crime Does Not Pay" short subject series, won his reward when he was assigned to direct "YOUNG DR. KILDARE", important feature with LEW AYRES and LIONEL BARRYMORE teamed for the first time; it will be Bucquet's first feature . . . BETTY BLYTHE has been given a leading role in MONOGRAM'S "GANGSTER'S BOY", starring JACKIE COOPER . . . EDWARD SMALL announced this week that he has borrowed ALAN CURTIS from M-G-M for a featured role in "THE DUKE OF WEST POINT", with LOUIS HAYWARD, TOM BROWN and RICHARD CARLSON heading the cast; release will be through UNITED ARTISTS . . . BOB BURNS has been signed by RKO RADIO to star with PETER HOLDEN, 7 year old New York stage prodigy, in the forthcoming version of Booth Tarkington's story, "LITTLE ORVIE"; GEORGE HAIGHT will produce . . . "ARIZONA WILDCAT", starring JANE WITHERS, went into production at 20TH CENTURY-FOX last week under the direction of HERBERT I. LEEDS; PAULINE MOORE and LEO CARRILLO have been assigned featured roles . . . "KISS AND RUN" is the new and final title for the DICK POWELL picture hitherto known as "Hot Heiress" and "Head Over Heels";

the WARNER BROS. film also features OLIVIA DE HAVILLAND, Charles Winninger, Allen Jenkins, Melville Cooper, Grady Sutton, Isabel Jeane and Bonita Granville . . . CARY GRANT and JEAN ARTHUR, have been selected to co-star for COLUMBIA PICTURES in "OUR WIFE", a gay comedy of modern marriage, based on the successful stage production by Lillian Day and Lyon Mearson . . . Eleven-year-old VIRGINIA WEID-



Bette Davis, currently co-starring with Errol Flynn in Warner Bros. "The Sisters".

LER is to be the guest starlet of "OUT WEST WITH THE HARDYS", next of the Judge Hardy Family series of METRO-GOLDWYN-MAYER; the same honor was conferred on Judy Garland in "Love Finds Andy Hardy" . . . LUCILLE BALL, JAMES ELLISON and LEE BOWMAN have been assigned the leading roles in RKO RADIO'S "TRAILER ROMANCE", now being readied for Fall screening by Producer CLIFF REID . . . CHARLES COBURN and DONALD BRIGGS have joined the cast of DAVID O. SELZNICK'S "MADE FOR EACH OTHER", co-starring CAROLE LOMBARD and JAMES STEWART; UNITED ARTISTS will release the picture which will be directed by JOHN CROMWELL . . . PRESTON FOSTER has been assigned the lead role in "HARD TO GET", soon to go into production at 20TH CENTURY-FOX studios under the direction of ALFRED MERKER . . . CLAUDE RAINS returned to Hollywood over the week-end to start work in his new WARNER BROS. picture, "THEY MADE ME A CRIMINAL", the JOHN GARFIELD starring vehicle now in production . . . VICTOR HEERMAN and SARAH Y. MASON, who have collaborated on the screenplays for many successful productions, have been engaged by COLUMBIA to write the adaptation for CLIFFORD ODET'S Broadway stage success, "GOLDEN BOY".

Trans - Canada Showings

TORONTO

AVENUE

"Danger on the Air" (Universal), with Donald Woods and Nan Grey, and "My Man Godfrey" (Universal), starring Carole Lombard and William Powell.

IMPERIAL

"Carefree" (RKO Radio), starring Fred Astaire and Ginger Rogers.

LOEW'S

2nd week. "Marie Antoinette" (M-G-M), starring Norma Shearer and Tyrone Power.

SHEA'S

"Mother Carey's Chickens" (RKO Radio), starring Fay Bainter, Anne Shirley and Ruby Keeler, and "I'm from the City" (RKO Radio), starring Joe Penner.

UPTOWN

"Four Daughters" (Warners), starring Priscilla, Lola and Rosemary Lane, Gale Page, Claude Rains, Jeffrey Lynn and John Garfield.

WINNIPEG

CAPITOL

"Carefree" (RKO Radio), starring Fred Astaire and Ginger Rogers.

GARRICK

3rd week. "Goldwyn Follies" (Goldwyn-U.A.), starring Adolphe Menjou, Andrea Leeds, Edgar Bergen and Charlie McCarthy.

GAIETY

"Yellow Jack" (M-G-M), starring Robert Montgomery and Virginia Bruce, and "Hold That Kiss" (M-G-M), with Dennis O'Keefe, Maureen O'Sullivan and Mickey Rooney.

METROPOLITAN

2nd week. "Love Finds Andy Hardy" (M-G-M), starring Lewis Stone, Mickey Rooney and Judy Garland, and "Rich Man, Poor Girl" (M-G-M), starring Robert Young.

SAINT JOHN

CAPITOL

"The Crowd Roars" (M-G-M), starring Robert Taylor and Maureen O'Sullivan.

EMPIRE

"Mad About Music" (Universal), starring Deanna Durbin.

MAYFAIR

"Radio City Revels" (RKO Radio), starring Bob Burns and Jack Oakie, and "Blind Alibi" (RKO Radio), starring Richard Dix.

REGENT

"Conquest" (M-G-M), starring Greta Garbo and Charles Boyer, and "Midnight Intruder" (Universal), with Louis Hayward.

STRAND

Repeat engagement. "Adventures of Marco Polo" (Goldwyn-U.A.), starring Gary Cooper, with Sigrid Gurie.

MONTREAL

CAPITOL

"Letter of Introduction" (Universal), starring Adolphe Menjou, Andrea Leeds, Edgar Bergen and Charlie McCarthy.

IMPERIAL

"Port of Seven Seas" (M-G-M), starring Wallace Beery, and "Ladies in Distress" (Republic), with Alison Skipworth and Polly Moran.

ORPHEUM

"We're Going to be Rich" (20th Century-Fox), starring Gracie Fields and Victor McLaglen, and "Checkers" (20th Century-Fox), starring Jane Withers.

PALACE

"The Crowd Roars" (M-G-M), starring Robert Taylor and Maureen O'Sullivan.

PRINCESS

"Boy Meets Girl" (Warners), starring James Cagney and Pat O'Brien, and "Mystery House" (Warners), with Dick Purcell.

CALGARY

CAPITOL

"My Lucky Star" (20th Century-Fox), starring Sonja Henie and Richard Greene.

ISIS

"That Certain Woman" (Warners), starring Bette Davis and Henry Fonda, and "Scandal Street" (Paramount), with Lew Ayres.

PALACE

Return engagement. "Alexander's Ragtime Band" (20th Century-Fox), starring Tyrone Power, Alice Faye, and Don Ameche, and "The Chaser" (M-G-M), with Dennis O'Keefe.

STRAND

"Test Pilot" (M-G-M), starring Clark Gable, Myrna Loy and Spencer Tracy, and "Everybody's Doing It" (RKO Radio), with Preston Foster and Sally Eilers.

VARIETY

"Blockade" (Wanger-U.A.), starring Madeleine Carroll and Henry Fonda, and "Daredevil Drivers" (Warners), with Dick Purcell.

VANCOUVER

BEACON

"Roaring Timber" (Columbia), starring Jack Holt, and "Young Fugitives" (Universal), with Robert Wilcox. Also stage show.

DOMINION

"Amazing Dr. Clitterhouse" (Warners), starring Edward G. Robinson, and "Mr. Chump" (Warners), with Johnnie Davis.

ORPHEUM

"Valley of the Giants" (Warners), starring Wayne Morris and Claire Trevor, and "Secrets of an Actress" (Warners), starring Kay Francis.

PLAZA

2nd week. "Damaged Goods" (G-N), and "He Loved An Actress" (G-N), starring Lupe Velez and Ben Lyon.